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***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

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***PATENT***

In re application of: Neal et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Van Doren, Beth

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED  
PROMOTION EVENT CALENDER

Confirmation No.: 9893

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***PRELIMINARY AMENDMENT***

FILED VIA EFS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**October 31, 2007**

Dear Sir:

In response to the Office Action mailed October 29, 2007, please amend the application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.